

U.S. News and World Report

Email campaign strategies for optimal engagement

Getting started

Email scientists developed this guide to provide insights and strategies for planning successful email campaigns around the U.S. News & World Report (USNWR) voting period.

EMAIL ENGAGEMENT

Use these strategies and insights to optimize email engagement before, during, and after the USNWR voting period.

- **Send often enough to establish a rapport and keep your email targets warm to your messaging.** Engaging physicians on a quarterly or monthly basis throughout the year can ensure your organization stays top of mind with your targets.
- **Create an email cadence.** Condition your audience to expect email communications from you by establishing sending patterns.
- **Continue to send email messages throughout the USNWR voting period** but don't overwhelm your audience in a short space of time. Sending 10 emails over two days not only creates a poor user experience, it may also result in higher unsubscribes which can affect future deployments.
- **Establish an email strategy** and use it to guide your email campaigns during the USNWR voting period.

ROI TRENDS

Use Leading up to and during the 2021-2022 USNWR voting period, IQVIA's hospital and health system clients who planned ahead and delivered consistent, relevant communications to their targets saw a greater return on their email campaigns.

**10%**

Higher open rate

**4%**

Higher click rate

Performance metrics from 2021 and 2022 past season.



PLAN AHEAD

Use the list below when producing highly effective USNWR emails. Checking these items ahead of time ensures an efficient deployment process. Leading up to the USNWR voting period, it can take one month from initiation to deployment for new clients.

- **Use a template.** Templates are a great way to design emails quickly while maintaining brand consistency.
- **Craft compelling subject lines, preheaders, and calls to action (CTAs).** Be sure to have enough subject lines and preheaders for A/B testing and echoes should these features be of interest to you when planning your campaigns.
- **Render test** for responsive design and device viewability.
- **Content is king** — be sure to vary content appropriately. Content should be relevant to the audience receiving your emails.
- **Better design equals better deliverability.** Clean, high-resolution images with copy that isn't overly long will help ensure spam filters are not flagged and optimizes inbox deliverability.
- **Identify your target audience(s), list size, and specialty targets.** Work with your Account Services team ahead of time to strategize on your list criteria and build your audience.
- **Send using a prioritized schedule and calendar strategy.** Consider using all seven days of the week, even weekend days. We can help identify what days and time slots could work best for your audience.
- **Consider incorporating send-time optimization (STO).** STO is a datadriven technique to place an email into a physician's inbox when they are most likely to open it. Contact your Account Services team to learn how to leverage STO in your campaigns.

SCHEDULING CONSIDERATIONS

Send your assets as they become available. Typically, We prefer to receive all or most assets at one time. However, given the time-based nature of the USNWR voting period, sending your assets as they are ready allows us to more expediently test and prepare for deployment.

We will issue no more than four tests and four deployments per business day per client.

Sending too many emails in a business day is a red flag for spam. This could result in blocking your From Line from inboxes and, in extreme cases, blacklisting your emails.